

What is claimed is:

- 1 1. A method for determining a discount for a customer, the method
2 comprising:
3 receiving a customer identifier that identifies a customer;
4 receiving transaction data that represents a transaction of the
5 customer;
6 determining a customer rating of the customer; and
7 determining a second discount based on a first discount, the
8 customer rating, and the transaction data.
- 1 2. The method of claim 1, wherein the customer identifier comprises
2 characters of a license plate.
- 1 3. The method of claim 1, wherein the step of receiving a customer identifier
2 comprises receiving a customer identifier from a point-of-sale-terminal.
- 1 4. The method of claim 1, wherein the step of receiving a customer identifier
2 comprises receiving a customer identifier from a database.
- 1 5. The method of claim 1, wherein the step of receiving transaction date
2 comprises receiving transaction data from a point-of-sale terminal.
- 1 6. The method of claim 1, wherein the step of receiving transaction data
2 comprises retrieving the transaction data from a database.
- 1 7. The method of claim 1, wherein the step of determining a customer rating
2 comprises retrieving the customer rating from a database.
- 1 8. The method of claim 1, wherein the step of determining a customer rating
2 comprises determining the customer rating based on the transaction data.

1 9. The method of claim 1, wherein the transaction data includes a time of the
2 transaction.

1 10. The method of claim 9, wherein the step of determining the second
2 discount comprises:
3 determining the second discount based on a first discount, the customer rating and
4 on the time of the transaction.

1 11. The method of claim 1, wherein the transaction data includes a transaction
2 price.

1 12. The method of claim 1, wherein the step of determining a second discount
2 comprises:
3 determining a second discount based on a first discount, a customer rating, and the
4 transaction price.

1 13. The method of claim 1, wherein the transaction data includes at least one
2 product category of at least one product included in the transaction.

1 14. The method of claim 13, wherein the step of determining a second discount
2 comprises:
3 determining a second discount based on the first discount, the customer rating, and
4 the at least one product category.

1 15. The method of claim 14 further comprising the step of:
2 determining a predefined time period.

1 16. The method of claim 15 wherein the step of determining a second discount
2 comprises:
3 determining a second discount based on a first discount, the customer rating, and
4 on whether the time of the transaction is within the predefined time period.

1 17. A method for determining a discount for a customer, the method
2 comprising:
3 receiving transaction data that represents a transaction from a POS
4 terminal;
5 receiving a customer identifier that identifies a customer
6 participating in the transaction at the POS terminal;
7 determining a customer rating of the customer;
8 determining a second discount based on a first discount and the
9 customer rating; and
10 transmitting the second discount to the POS terminal.

1 18. A method for determining a discount for a customer, the method
2 comprising:
3 receiving transaction data that represents a transaction;
4 receiving an identifier that identifies a customer participating in the
5 transaction;
6 determining a customer rating of the customer;
7 determining a time of the transaction;
8 determining a second discount based on a first discount, the
9 customer rating, and the time of the transaction; and
10 applying the second discount to the transaction.

1 19. A method for determining a discount for a customer, the method
2 comprising:
3 receiving transaction data that represents a transaction;
4 receiving an identifier that identifies a customer participating in the
5 transaction;
6 determining a customer rating of the customer;
7 determining a second discount based on a first discount and the
8 customer rating, the second discount being greater than the first discount;
9 determining a time of the transaction; and

10 applying the second discount to the transaction if the time of the
11 transaction is within a predetermined time period.

1 20. The method of claim 19, in which the step of setting a second discount
2 comprises:

3 setting the second discount to a first value if the customer rating is a
4 first rating; and

5 setting the second discount to a second value greater than the first
6 value if the customer rating is a second rating.

1 21. The method of claim 19, in which the step of setting a second discount
2 comprises:

3 determining a maximum discount value based on the customer
4 rating; and

5 setting the second discount to a value not greater than the maximum
6 discount value.

1 22. The method of claim 21, in which the step of determining a maximum
2 discount value comprises:

3 setting the maximum discount value to a first value if the customer rating is
4 a first rating; and

5 setting the maximum discount value to a second value greater than the first
6 value if the customer rating is a second rating.

1 23. The method of claim 19, further comprising:

2 setting the predetermined time period based on the customer rating.

1 24. The method of claim 23 wherein:

2 the predetermined time period is based on a time of a previous transaction of the
3 customer, the previous transaction occurring prior to the transaction.

1 25. A method for determining a discount for a customer, the method
2 comprising:
3 receiving first transaction data that represents a first transaction;
4 receiving an first identifier that identifies a customer participating in
5 the first transaction;
6 determining a first discount for the customer based on the identifier;
7 receiving second transaction data that represents a second
8 transaction occurring after the first transaction;
9 receiving a second identifier that identifies the customer
10 participating in the second transaction, the first identifier corresponding to the
11 second identifier;
12 determining a customer rating of the customer;
13 setting a second discount based on the first discount and the
14 customer rating, the second discount being greater than the first discount;
15 determining a time of the second transaction; and
16 applying the second discount to the second transaction if the time of
17 the second transaction is within a predetermined time period.

1 26. An apparatus for selling an aging food product, comprising:
2 a processor, and
3 a storage device that stores a program for directing the processor;
4 the processor being operative with the program to:
5 receive a customer identifier that identifies a customer;
6 receive transaction data that represents a transaction of the
7 customer;
8 determine a customer rating of the customer; and
9 determine a second discount based on a first discount, the
10 customer rating, and the transaction data.

1 27. An apparatus for selling an aging food product, comprising:
2 a processor, and
3 a storage device that stores a program for directing the processor;

4 the processor being operative with the program to:
5 receive transaction data that represents a transaction from a
6 POS terminal;
7 receive a customer identifier that identifies a customer
8 participating in the transaction at the POS terminal;
9 determine a customer rating of the customer;
10 determine a second discount based on a first discount and
11 the customer rating; and
12 transmit the second discount to the POS terminal.

1 28. An apparatus for selling an aging food product, comprising:
2 a processor, and
3 a storage device that stores a program for directing the processor;
4 the processor being operative with the program to:
5 receive transaction data that represents a transaction;
6 receive an identifier that identifies a customer participating
7 in the transaction;
8 determine a customer rating of the customer;
9 determine a time of the transaction;
10 determine a second discount based on a first discount, the
11 customer rating, and the time of the transaction; and
12 apply the second discount to the transaction.

1 29. An apparatus for selling an aging food product, comprising:
2 a processor, and
3 a storage device that stores a program for directing the processor;
4 the processor being operative with the program to:
5 receive transaction data that represents a transaction;
6 receive an identifier that identifies a customer participating
7 in the transaction;
8 determine a customer rating of the customer;

9 determine a second discount based on a first discount and
10 the customer rating, the second discount being greater than the first discount;
11 determine a time of the transaction; and
12 apply the second discount to the transaction if the time of the
13 transaction is within a predetermined time period.

1 30. An apparatus for selling an aging food product, comprising:
2 a processor, and
3 a storage device that stores a program for directing the processor;
4 the processor being operative with the program to:
5 receive first transaction data that represents a first
6 transaction;
7 receive an first identifier that identifies a customer
8 participating in the first transaction;
9 determine a first discount for the customer based on the
10 identifier;
11 receive second transaction data that represents a second
12 transaction occurring after the first transaction;
13 receive a second identifier that identifies the customer
14 participating in the second transaction, the first identifier corresponding to the
15 second identifier;
16 determine a customer rating of the customer;
17 set a second discount based on the first discount and the
18 customer rating, the second discount being greater than the first discount;
19 determine a time of the second transaction; and
20 apply the second discount to the second transaction if the
21 time of the second transaction is within a predetermined time period.

1 31. A computer readable medium encoded with instructions for directing a
2 processor to:
3 receive a customer identifier that identifies a customer;

4 receive transaction data that represents a transaction of the
5 customer;
6 determine a customer rating of the customer; and
7 determine a second discount based on a first discount, the customer
8 rating, and the transaction data.

1 32. A computer readable medium encoded with instructions for directing a
2 processor to:
3 receive transaction data that represents a transaction from a POS
4 terminal;
5 receive a customer identifier that identifies a customer participating
6 in the transaction at the POS terminal;
7 determine a customer rating of the customer;
8 determine a second discount based on a first discount and the
9 customer rating; and
10 transmit the second discount to the POS terminal.

1 33. A computer readable medium encoded with instructions for directing a
2 processor to:
3 receive transaction data that represents a transaction;
4 receive an identifier that identifies a customer participating in the
5 transaction;
6 determine a customer rating of the customer;
7 determine a time of the transaction;
8 determine a second discount based on a first discount, the customer
9 rating, and the time of the transaction; and
10 apply the second discount to the transaction.

1 34. A computer readable medium encoded with instructions for directing a
2 processor to:
3 receive transaction data that represents a transaction;

4 receive an identifier that identifies a customer participating in the
5 transaction;
6 determine a customer rating of the customer;
7 determine a second discount based on a first discount and the
8 customer rating, the second discount being greater than the first discount;
9 determine a time of the transaction; and
10 apply the second discount to the transaction if the time of the
11 transaction is within a predetermined time period.

1 35. A computer readable medium encoded with instructions for directing a
2 processor to:
3 receive first transaction data that represents a first transaction;
4 receive an first identifier that identifies a customer participating in
5 the first transaction;
6 determine a first discount for the customer based on the identifier;
7 receive second transaction data that represents a second transaction
8 occurring after the first transaction;
9 receive a second identifier that identifies the customer participating
10 in the second transaction, the first identifier corresponding to the second identifier;
11 determine a customer rating of the customer;
12 set a second discount based on the first discount and the customer
13 rating, the second discount being greater than the first discount;
14 determine a time of the second transaction; and
15 apply the second discount to the second transaction if the time of
16 the second transaction is within a predetermined time period.